



Federal Ministry
for Economic Cooperation
and Development



Partners in
Transformation
Import Promotion Desk



Services for European SMEs and Startups

Finding digital expertise – Bridging the skills gap – Accelerating innovation

Take advantage of the free services of the Import Promotion Desk (IPD) –
your initiative for sustainable trade promotion.

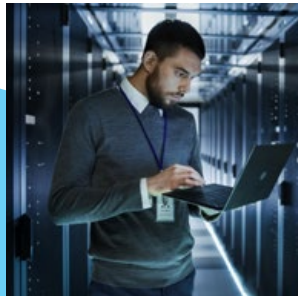
- Access to pre-vetted IT service providers with international project experience
- Support in finding specialised remote teams (AI, Software, Data Analytics, Cybersecurity, UX/UI)
- Neutral, quality-assured and free of charge

Current challenge

IT specialist shortage amid increasing innovation pressure

Digital business models are developing rapidly. Whether AI integration, data-driven platforms or secure cloud architectures – today, technological performance drives competitiveness.

At the same time, many SMEs and Startups are reaching their limits.



The market demands speed ...

- Digital products must be developed faster.
- AI is changing from a trend to a strategic success factor.
- Customers expect secure, scalable solutions.
- Regulatory requirements such as GDPR or ISO standards are continuously increasing.

... but resources are scarce.

- The shortage of IT specialists is worsening across Europe.
- Recruitment processes take months.
- Internal engineering teams cause high fixed costs.
- specialised competencies (e.g. cybersecurity, software development, AI) are difficult to obtain.

Many companies are therefore facing a dilemma: the projects are there – but the capacity is missing. Innovation is delayed, budgets are strained and growth potential remains untapped.

IPD supports you with its digital services offering

The Import Promotion Desk helps European companies to find qualified IT service providers from selected partner countries. These companies were precisely identified, intensively examined and prepared for the requirements of the European market. This gives you access to digital expertise without having to go through a time-consuming search process or taking on high investment risks.

Our services

Proven digital competence – structured, secure, scalable

International cooperation opens up great opportunities – provided that quality, safety and processes meet the requirements. This is exactly where the strength of the IPD comes in.

Strict selection & evaluation

Before an IT company is accepted into the IPD programme, it goes through a comprehensive vetting process:

- Technological expertise & suitable tech stack
- Experience with European clients
- GDPR compliance
- ISO certifications (e.g. 9001, 27001)
- Agile working methods
- Organisational stability & scalability

You will receive transparent information on the performance and reliability of potential partners – and thus minimise your risk in international sourcing. Thanks to this preparation, you will meet partners who are familiar with European quality, safety and transparency requirements. This shortens decision-making processes and accelerates project starts.

The sector focus is on logistics, fintech, healthtech, retail (e-commerce), and IT.

Service portfolio of partner companies

The companies in the IPD programme cover central areas of digital value creation. They have experience in international projects and work with technologies that are also standard in Europe.

Software Development

- Full stack development
- ERP systems
- Mobile applications
- Individual platform solutions

Artificial Intelligence

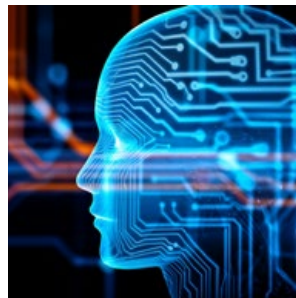
- Development and training of LLM and SLM models
- AI-supported process automation
- Data-driven applications

Data & Security

- Big data & analytics
- Cybersecurity
- Privacy-by-design architectures

UX/UI & Product Development

- User-centred design
- Product management
- End-to-end project implementation





**Partners in
Transformation**
Import Promotion Desk

Import Promotion Desk (IPD)

Your partner for digital services & products

IPD is an import promotion initiative funded by the German Federal Ministry for Economic Cooperation and Development (BMZ). Its objective is to build sustainable trade relationships and strengthen economic development in partner countries. For European companies, this means access to qualified, vetted IT service providers – at no cost and without conflicts of interest.

What makes IPD special

- Neutral intermediary between European companies and IT providers
- Intensive on-site assessments and quality evaluations
- Preparation of partners for European standards (GDPR, ISO, agile methodologies)
- Focus on long-term, sustainable business relationships
- Contribution to the creation of high-quality jobs and the prevention of brain drain

Benefit from technological expertise and flexible scalability, while simultaneously contributing to sustainable economic development.

Clarify your needs now – get a free consultation

Are you looking for specialised IT service providers for a specific project, or do you need to flexibly scale your development capacity? Talk to us. We identify suitable partners for your requirements – individually, quality-assured and free of charge.

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Funded by



Federal Ministry
for Economic Cooperation
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